

Lori Coulter, LLC  
True to Your Body, True to You



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**Contact: Raymee Holshouser 314.479.8099**

**THE FASHION INDUSTRY GETS A FACE LIFT**

*Swimwear Designer Lori Coulter Talks About Unique Approach to  
Virtual Design at Parsons*

ST. LOUIS, September 20, 2006 – Lori Coulter, designer and owner of Lori Coulter TrueMeasure, will join Optitex at Parson’s The New School of Design on September 27. Coulter will discuss the merging of design and technology in a conference that promises to bridge “creativity, virtual design, accuracy and speed.”

Coulter’s TrueMeasure system uses the Optitex CAD system, a digital body scanner and proprietary ordering software to help customers design the ideal swimsuit for their body type. This approach boosts women’s confidence and self esteem while eliminating the stress and hassle of swimsuit shopping.

“The growth of technology in the fashion industry is really exciting,” says Coulter. “Right now, mass customization is an emerging trend which has the capability to transform the regular shopping experience and give the customer increased personalization.”

With a focus on both high quality and high fashion, the TrueMeasure line has a variety of swimsuits for all ages, lifestyles and activities. The 2007 collection features the latest colors, styles and accessories, along with the classically elegant suits that make up the core of the line. Coulter is currently evaluating seasonal locations, event partners, and retail locations.

The conference will take place on Wednesday, September 27 at 6 p.m. and will feature a panel discussion with speakers from Parsons, Optitex, The Gap and Coach.

**To schedule an interview with Lori Coulter** in New York (September 26 or September 27, 2006) please call Raymee Holshouser at 314.479.8099 or email [raymeeholshouser@gmail.com](mailto:raymeeholshouser@gmail.com). For more information about Lori Coulter TrueMeasure, please visit [www.loricoulter.com](http://www.loricoulter.com) or call 314.727.9879.

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